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For Immediate Release

AVERY DENNISON FEATURES ITS FRESHMARX FOOLPROOF FRESHNESS LABELING AT NATIONAL RESTAURANT ASSOCIATION TRADE SHOW

Show attendees may test the state-of-the-art, “no brains required” date-coding solutions

FRAMINGHAM, MA – May 11, 2009 – Avery Dennison (NYSE: AVY) Printer Systems Division, supplier of Monarch® and FreshMarx® products and services, today announced it will demonstrate its comprehensive line of FreshMarx foolproof date coding solutions at the National Restaurant Association (NRA) trade show held May 16-19th in Chicago. The industry’s hottest automated date coding products to hit the market will be featured at Avery Dennison’s FreshMarx booth #4815.

Since its acquisition of FreshMarx, Avery Dennison has taken a leadership role in developing easy-to-use technologies for the brand’s line of date coding products used widely throughout the foodservice industry. “All food date marking should be this easy,” says Executive Chef, Robert Carney from Grosse Pointe Yacht Club. “I replaced our tedious day-of-the-week labels with the FreshMarx® 9415™ Automarx. You just push a button and get as many labels as you need, accurately marked, easy to read, and ready to apply. No handwriting, no calculating and no time wasted.”

The flagship product FreshMarx® 9415™ Automarx programmable freshness labeling system is the foodservice industry’s most technologically advanced and foolproof date coding system to date. This “no-brains required” solution which features easy touch-screen operation, a customizable menu database, and self contained printers consistently receives accolades from the restaurant owners who adopt it.

Besides creating cutting-edge products, Avery Dennison is known for successfully tailoring solutions to the most challenging environments. As part of Avery Dennison, FreshMarx, “the leader in automated date coding,” now has even greater resources to develop state-of-the-art freshness technologies for the restaurant and food retail industries.

“Our network of industry experts routinely visits customer sites in order to uncover ways to help restaurant owners and grocers reduce labor costs, reduce waste and improve accuracy and efficiency,” said Sue Daum, Avery Dennison Marketing Manager. “Come see us at the show to learn more about how we can help you achieve your goals and to schedule an appointment for our complimentary consultative services.”

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About Avery Dennison Corporation

Avery Dennison is a global leader in pressure-sensitive labeling materials, retail tag, ticketing and branding systems, and office products. Based in Pasadena, Calif., Avery Dennison is a FORTUNE 500 Company with 2008 sales of \$6.7 billion. Avery Dennison employs more than 36,000 individuals in over 60 countries, who develop, manufacture and market a wide range of products for both consumer and industrial markets. Products offered by Avery Dennison include: Fasson brand self-adhesive materials; Avery Dennison, Monarch and FreshMarx brand products for the retail, foodservice and apparel industries; Avery brand office products and graphics imaging media; specialty tapes, peel-and-stick postage stamps, and labels for a wide variety of automotive, industrial and durable goods applications.

Visit: www.ris.averydennison.com

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